

Station WKRC-TV CINCINNATI, OH
 Advertiser () POLITICAL ISSUE GROU
 Product AMER. 4 PROSPERITY
 Estimate# 1168
 Buyer ANNE BRAUNSCHEIDEL
 Phone#
 Fax#
 Agency () MENTZER MEDIA SERVICES
 600 FAIRMOUNT AVE, SUITE 306
 TOWSON, MD 21286
 Agency C/P1/P2/E //1168
 Flight Dates 08/22/2012 - 08/27/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () ALEXANDRA BRADLEY
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. TAR

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$900.00	08/22-08/24	3	1	3	\$2,700.00	
	2	W-F	6P-630P	NEWS	:30	\$1,600.00	08/22-08/24	2	1	2	\$3,200.00	
	3	W-F	7P-730P	INSIDE	:30	\$1,200.00	08/22-08/24	2	1	2	\$2,400.00	
	4	W-SU	11P-1135P	NEWS	:30	\$1,800.00	08/22-08/26	2	1	2	\$3,600.00	
	5	SA	9P-10P	CRIMETIME	:30	\$1,000.00	08/25-08/25	1	1	1	\$1,000.00	
	6	SU	7P-8P	60 MIN	:30	\$3,500.00	08/26-08/26	1	1	1	\$3,500.00	
	7	M	6A-7A	NEWS	:30	\$900.00	08/27-08/27	1	1	1	\$900.00	
	8	M	6P-630P	NEWS	:30	\$1,600.00	08/27-08/27	1	1	1	\$1,600.00	
	9	M	7P-730P	INSIDE	:30	\$1,200.00	08/27-08/27	1	1	1	\$1,200.00	
	10	M	11P-1135P	NEWS	:30	\$1,800.00	08/27-08/27	1	1	1	\$1,800.00	

47878

Rep Order# 9785359 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/08/2012 8:39 AM
Last Received: 08/07/2012 6:03 PM
Showing Buylines: All Lines

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---REPORT TOTALS---

Report Totals: 15 / \$21,900.00

---SALES MONTHLY TOTALS---

Aug 12: 11 / \$16,400.00 Sep 12: 4 / \$5,500.00

Sales Totals: 15 / \$21,900.00

Station Totals: 15 / \$21,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$75,517	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPC 33%
		WKRC 29%	WLMT 30%	WSTR 0%	WXIX 8%	

Books null
Demos RA35+

Spot Manager: All, 08/22/12-08/27/12

Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
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Advertiser: Americans for Prosperity
Agency: Mentzer Media Services
Station: WKRC-TV
Order: 47878

Line: 1

08/23/12	Thursday	6:00 AM-7:00 AM	6a Good Morn Cincinnati	1168	PROSPE	4	1	MMWASI			3	
08/22/12	Wednesday	6:00 AM-7:00 AM	6a Good Morn Cincinnati	1168	PROSPE	4	2	MMWASI			2	
08/24/12	Friday	6:00 AM-7:00 AM	6a Good Morn Cincinnati	1168	PROSPE	4	3	MMWASI			3	

Line: 2

08/22/12	Wednesday	6:00 PM-6:30 PM	6p Local 12 News at Six	1168	PROSPE	4	1	MMWASI			2	
08/23/12	Thursday	6:00 PM-6:30 PM	6p Local 12 News at Six	1168	PROSPE	4	2	MMWASI			2	

Line: 3

08/23/12	Thursday	7:00 PM-7:30 PM	M-F 7p-730p	1168	PROSPE	4	2	MMWASI			2	
08/24/12	Friday	7:00 PM-7:30 PM	M-F 7p-730p	1168	PROSPE	4	1	MMWASI			2	

Line: 4

08/26/12	Sunday	11:00 PM-11:35 PM	11p M-Su Local 12 News	1168	PROSPE	4	1	MMWASI			1	
08/22/12	Wednesday	11:00 PM-11:35 PM	11p M-Su Local 12 News	1168	PROSPE	4	2	MMWASI			2	

Line: 5

08/25/12	Saturday	9:00 PM-10:00 PM	Sat Reg 2	1168	PROSPE	4	1	MMWASI			1	
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Line: 6

08/26/12	Sunday	7:00 PM-8:00 PM	Sun Reg 1	1168	PROSPE	4	1	MMWASI			1	
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Line: 7

08/27/12	Monday	6:00 AM-7:00 AM	6a Good Morn Cincinnati	1168	PROSPE	4	1	MMWASI			1	
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Line: 8

08/27/12	Monday	6:00 PM-6:30 PM	6p Local 12 News at Six	1168	PROSPE	4	1	MMWASI			1	
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Line: 9

08/27/12	Monday	7:00 PM-7:30 PM	M-F 7p-730p	1168	PROSPE	4	1	MMWASI			1	
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Line: 10

08/27/12	Monday	11:00 PM-11:35 PM	11p M-F Local 12 News	1168	PROSPE	4	1	MMWASI			1	
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/22/12-08/27/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
				\$21,900.00						15	

[Filtered by:] [Sorted by: Station]